

## Message Text

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FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 7723

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E.O. 11652: N/A

TAGS: BEXP, MX

SUBJ: BUSINESS CONSULTATION PROGRAM

REF: (A) STATE 104370; (B) MEXICO 4146

(C) MEXICO 2658; (D) MEXICO 4114

1. EMBASSY NOMINATES EDMUND M. PARSONS, FSO-4, TRANSPORTATION AND COMMUNICATIONS OFFICER (TCO) AND DONALD J. PLANTY, FSO-5, COMMERCIAL OFFICER TO PARTICIPATE IN SUBJECT PROGRAM.

2. TRAVEL FOR PARSONS WOULD BEGIN JUNE 23, 1975. PROJECTS TO BE DISCUSSED WOULD BE INCREASED SALES OF US. RAILWAY EQUIPMENT TO MEXICO. INCLUDING MAJOR PROJECTS OF MEXICO CITY SUBURBAN TRAINS (MEXICO A125), CONTAINER TRAIN ACROSS ISTHMUS OF TEHUANTEPEC (MEXICO A-542, DECEMBER 19, 1974; MEXICO 8775, OCTOBER 15, 1974) AND PENDING WORLD BANK LOAN. COMPANIES TO BE CONSULTED COULD INCLUDE GENERAL MOTORS, GENERAL ELECTRIC, PULLMAN-STANDARD, KEYSTONE INDUSTRIES, HARRIS CORPORATION, AND SERVO.

3. TRAVEL WOULD BE TIMED TO SERVE AS FOLLOW-UP TO TECHNICAL SALES SEMINAR ON RAILWAY EQUIPMENT AND SYSTEMS ORGANIZED BY TCO AND SCHEDULED AT US. TRADE CENTER IN MEXICO CITY JUNE 3-5 AND WOULD ASSIST MATERIALLY IN SUCCESSFUL COMPLETION OF RAILWAY EQUIPMENT CAMPAIGN IN CCP FOR FY1976. US. COMPANIES TO BE VISITED WOULD INCLUDE SEMINAR PARTICIPANTS. TCO WILL HAVE VISITED TOP MEXICAN RAILWAY EXECUTIVES AND PURCHASING OFFICERS PRIOR PROPOSED US TRAVEL. HE WILL HAVE DETAILS FOREIGN COMPONENT ALL FIVE MEXICAN RAILROAD  
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PURCHASING PLANS OVER NEXT FEW YEARS, AND PURCHASES TO BE

FINANCED BY WORLD BANK (WHOSE MISSION IS CURRENTLY IN MEXICO).

4. PURPOSE TRIP WILL BE TO INFORM CURRENT US. SUPPLIERS OF LATEST MEXICAN PLANS AND TO INTEREST POTENTIAL SUPPLIERS IN SALES OPPORTUNITIES. IMPACT OF TECHNICAL SALES SEMINAR WILL BE ASSESSED AND POSITIVELY REENFORCED. FOREIGN, ESPECIALLY CANADIAN, INROADS INTO US. POSITION AS SUPPLIER TO MEXICAN RAILROADS WILL BE COUNTERED. IT WOULD ALSO BE HELPFUL IF PARSONS COULD VISIT HEADQUARTERS OF AMTRACK SYSTEM AND HEADQUARTERS AND FACILITIES OF BART SYSTEM IN SAN FRANCISCO. EMBASSY SEES ADDITIONAL BENEFIT TO PARSONS IN EXPOSURE TO US. SUPPLIERS.

5. EMBASSY HAS SEPARATELY REQUESTED (REFTEL B) ONE WEEK CONSULTATION TRIP FOR PARSONS BEGINNING JUNE 16, 1975. IF DEPT. CONCURS, TWO TRIPS COULD BE COMBINED, SAVING TRAVEL EXPENSE.

6. TRAVEL FOR PLANTY WOULD BEGIN IN MID-JUNE. PROJECTS TO BE DISCUSSED WOULD BE EXPANSION PLANS OF THREE MAJOR STEEL PLANTS IN MEXICO: 1) SIDERURGICA LAZARO CARDENAS LAS TRUCHAS (SICARTSA) (REFTELS C AND D); 2) HOJALATA Y LAMINA (HYLSA); AND 3) ALTOS HORNOS DE MEXICO. THESE PLANTS (AND OTHERS) HAVE BEEN VISITED RECENTLY BY PLANTY AND OFFER MAJOR EXPORT OPPORTUNITIES FOR US. INDUSTRY. CONSULTATION TRAVEL AT THIS TIME WOULD BE MOST TIMELY, PROVIDING OPPORTUNITY TO DISCUSS STATE OF MEXICAN STEEL INDUSTRY AND TO STIMULATE US. PARTICIPATION IN THESE MAJOR PROJECTS.

7. VISIT WILL ALSO BE UTILIZED TO DISCUSS WITH COMMERCE AND INDUSTRY REPRESENTATIVE DETAILS OF FORTHCOMING TECHNICAL SEMINAR ON STEEL AT MEXICO CITY TRADE CENTER, FOR WHICH PLANTY HAS PRIMARY RESPONSIBILITY, CONTRIBUTING TO SUCCESSFUL COMPLETION OF IRON AND STEEL INDUSTRY CAMPAIGN IN CCP FOR FY1976.

8. CONSULTATION WOULD INCLUDE VISITS TO HALF DOZEN MAJOR US. STEEL PRODUCERS AND SUPPLIERS, THUS INCREASING HIS UNCLASSIFIED

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BACKGROUND AND ABILITY TO PROVIDE EFFECTIVE SUPPORT US. INDUSTRY IN SUBSEQUENT DISCUSSIONS WITH EXECUTIVES OF MEXICAN STEEL INDUSTRY.

9. AN EARLY REPLY WOULD BE APPRECIATED SO THAT PARSONS AND PLANTY CAN MAKE APPROPRIATE ARRANGEMENTS FOR TRAVEL AND WITH FOREIGN SERVICE INSPECTORS WHO WILL BE INSPECTING THIS POST IN JUNE.

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